

## **Channel Partner Adaptability Key to Navigating Tech Shifts in Asia Pacific & Japan: Tech Data's Direction of Technology Report**

*40% of APJ Partners to offer AI/ML solutions within the next 2 years  
Partners are shifting to more service-led business models  
Cybersecurity & Infrastructure are key purchase drivers for customers*

**Singapore, December 5, 2023:** Earlier this year, TD SYNEX's (NYSE: SNX) launched its second-annual Direction of Technology Report which surveyed more than 550 technology resellers. The report captured how technology partners are managing shifting technological and market challenges and revealed five key trends that will impact stakeholders across the global technology domain over the coming years.

Today, [Tech Data](#), a TD SYNEX company, has launched its supplement focused on Asia Pacific & Japan (APJ). The findings from the report outline the voice of partners in the region and highlight business performance, strategies, and expectations for 2024 and beyond.

"The Direction of Technology Report reflects the voice of our partners," said **Jaideep Malhotra, President, Tech Data APJ**. "It serves as a valuable resource, offering a snapshot of the evolving technology landscape and the pulse of the ecosystem. With our position at the center of the technology ecosystem, Tech Data is dedicated to empowering partners in attaining business model agility and building capabilities essential for success in the market."

### **Key Findings in Asia Pacific & Japan**

- 1. 40% of partners are set to offer Artificial Intelligence/Machine Learning (AI/ML) solutions in the next two years – AI/ML is a growing revenue driver for partners increasing to 35%.**
- 2. 62% of partners are set to expand their technology and solutions offerings.**
- 3. Cybersecurity and Infrastructure are at the forefront of customer purchasing decisions – Security was the top technology sold for 63% of partners.**
- 4. Cybersecurity and Networking expertise are key priorities for partners – Almost 50% of partners cited cybersecurity certifications and standards as important investment areas.**
- 5. Partner business models are shifting to services, prioritizing flexible consumption - Hardware remains a key business driver while the sale of IPs increased to 9%.**
- 6. 63% of partners consider increased competition and margin pressure as key challenges – 59% cited credit and financial scalability as a challenge they currently face.**

## **7. 79% of partners are expecting future growth.**

These findings highlight strong stability within the channel. As they contend with multiple drivers of turbulence, that include both regular cycles of change and unprecedented disruptions, agility will remain critical for them as well as their enterprise customers. As emerging technologies like AI and cybersecurity tools build upon well-established offerings, partners will be critical in guiding customers toward high-growth products by ensuring a strong, secure base.

Conducted in partnership with Canalys, the APJ supplement and the complete 2023 Direction of Technology report can be found [here](#).

### **About Tech Data:**

Tech Data, a TD SYNEX (NYSE: SNX) company, is a leading global distributor and solutions aggregator for the IT ecosystem. We're an innovative partner helping more than 150,000 customers in 100+ countries to maximize the value of technology investments, demonstrate business outcomes and unlock growth opportunities. Headquartered in Clearwater, Florida, and Fremont, California, TD SYNEX's 23,500 co-workers are dedicated to uniting compelling IT products, services and solutions from 1,500+ best-in-class technology vendors. Our edge-to-cloud portfolio is anchored in some of the highest-growth technology segments including cloud, cybersecurity, big data/analytics, AI, IoT, mobility and everything as a service. TD SYNEX is committed to serving customers and communities, and we believe we can have a positive impact on our people and our planet, intentionally acting as a respected corporate citizen. We aspire to be a diverse and inclusive employer of choice for talent across the IT ecosystem. For more information, visit [www.TDSYNEX.com](http://www.TDSYNEX.com) or follow us on [Twitter](#), [LinkedIn](#), [Facebook](#) and [Instagram](#).

### **Safe Harbor Statement:**

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